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Sandra Gould

Sandra Gould (July 23, 1916 – July 20, 1999) was an American actress, known for her role as Gladys Kravitz on the sitcom *Bewitched*. Gould was the second actress to portray the role, debuting at the start of the third season.

Sandra Gould	
Gould in *Bewitched* in 1966	
Born	July 23, 1916 New York City, U.S.
Died	July 20, 1999 (aged 82) Burbank, California, U.S.
Occupation(s)	Actress, writer
Years active	1935–1999
Spouses	Larry Berns (1938–1965; his death) 1 child Hollingsworth Morse (19??–1988; his death)
Children	1

Life and career

Gould was born in Brooklyn, New York. She began acting in films with an uncredited role in *T-Men* (1947), and was the Phone Operator in *Romance on the High Seas* (1948), Doris Day's debut film. She appeared in several uncredited roles for the remainder of the decade, and received her first screen credit with *The Story of Molly X* (1949). During the same decade, Gould enjoyed a four-year run as Miss Duffy, the man-hungry daughter of the forever-unheard owner of radio's *Duffy's Tavern*.[1][2]

In 1953, Gould appeared as a guest in an episode of *Letter to Loretta* with Loretta Young. In 1959 she played a secretary in the Academy Award-nominated *Imitation of Life* with Lana Turner and Juanita Moore. She continued to guest star in the 1950s and 1960s in such television series as *I Love Lucy*, *I Married Joan*,[2] *December Bride*, *Maverick*, *The Flintstones*, *The Twilight Zone*, *The Lucy Show*, *Burke's Law*, *I Dream of Jeannie*; *Love, American Style*; *Gilligan's Island*, *The Brady Bunch* and *Mister Ed*. She played a prominent supporting role in the film *The Ghost and Mr. Chicken* in 1966.[1] In 1963, Gould released a comedy single record entitled *Hello Melvin (This Is Mama)* as an answer to Allan Sherman's hit "Hello Muddah, Hello Fadduh".

In September 1966, Gould replaced her friend[2] Alice Pearce, who had been battling ovarian cancer during the second season of the ABC-TV situation comedy *Bewitched*, and had died in March. The producers were undecided about what to do with the character of Gladys, so at first they had actress Mary Grace Canfield brought in to play Harriet Kravitz, Abner's sister, who was visiting him while his wife was visiting her mother. Soon after, Sandra Gould got the role of Mrs. Kravitz when actress-comedian Alice Ghostley turned down the role.

In the role of Gladys, Gould's over-the-top performance and shrill voice were popular with viewers, and she succeeded ultimately in making the character her own. She remained with the series through its 7th season. The Kravitzes were referenced once in the final/8th season (ep 241 "Three Men and a Witch on a Horse")

but the characters did not appear. After *Bewitched* was cancelled in 1972, Gould reprised the role of Gladys five years later in a spin-off of the series, *Tabitha*. Gould also made appearances on *Columbo*, *The Brady Bunch*, *Adam-12*, *Punky Brewster*, *Friends*, and *Veronica's Closet*.[1]

In 1961, Gould wrote the book *Always Say Maybe*, "a modern girl's guide to almost everything—but mostly men", published by Golden Press.[3]

Personal life

Twice married, Gould was the widow of broadcasting executive Larry Berns[2] and television/film director Hollingsworth Morse. With Berns she had one son, Michael Berns, in 1965.

Gould adhered to Judaism.[4]

Death

Gould died on July 20, 1999, in Burbank, California of a stroke following heart surgery, three days before her 83rd birthday.[5] Upon her death, she was cremated and her ashes returned to her son.[6]

Filmography

Year	Title	Role	Notes
1947	*T-Men*	Woman	Uncredited
1948	*Romance on the High Seas*	Telephone Operator	Uncredited
1948	*June Bride*	Towne's Secretary	Uncredited
1949	*City Across the River*	Shirley	Uncredited
1949	*My Dream Is Yours*	Mildred	Uncredited
1949	*Take One False Step*	Newspaper Girl	Uncredited
1949	*It Happens Every Spring*	Mabel on Telephone	Voice, Uncredited
1949	*The Girl from Jones Beach*	Sylvia	Uncredited
1949	*It's a Great Feeling*	Train Passenger in Upper	Uncredited
1949	*The Story of Molly X*	Vera	
1950	*Joe Palooka Meets Humphrey*	Laurine	
1951	*Fourteen Hours*	Hotel Switchboard Operator	Uncredited
1951	*Excuse My Dust*	Bit Part	Uncredited
1951	*Rhubarb*	Housewife Bettor	Uncredited
1952	*The First Time*	Telephone Operator	Uncredited
1952	*No Holds Barred*	Mildred	
1953	*The Clown*	Bunny - Daylor's Secretary	Uncredited
1953	*Easy to Love*	Ben's Wife	Uncredited
1956	*The Great American Pastime*	Gabby Neighbor	Uncredited
1957	*Beau James*	Secretary	Uncredited
1958	*Teacher's Pet*	Tess	Uncredited
1959	*Maverick*	Lucy	Episode: "The Rivals"
1959	*Imitation of Life*	Annette	
1959	*Blue Denim*	Girl with Orchid	Uncredited
1962	*Boys' Night Out*	Miss Plotnik	Uncredited
1964	*Honeymoon Hotel*	Mabel - Switchboard Operator	
1964	*Dear Heart*	Mrs. Sloan	
1966	*The Ghost and Mr. Chicken*	Loretta Pine	
1970	*Airport*	Millie Miles - Passenger	Uncredited
1971	*The Barefoot Executive*	Mrs. Wilbanks	
1973	*Heterosexualis*		

1975	*Whiffs*	Cashier	Uncredited
1977	*Chatterbox*	Mrs. Bugatowski	
1992	*Deep Cover*	Mrs. G.	
1992	*The Nutt House*	Ma Belle	

References

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2. Tucker, David C. (December 21, 2013). "Ab---ner! It's Sandra Gould!" (http://davidctucker.blogspot.co.uk/2013/12/ab-ner-its-sandra-gould.html). *David C. Tucker*. Retrieved March 5, 2015.
3. Johnson, Erskine (February 2, 1961). "Sandra Gould Scores With Guide for Girls" (https://www.newspapers.com/clip/86341115/sandra-gould/). *Progress Bulletin*. California, Pomona. Newspaper Enterprise. p. 27. Retrieved October 2, 2021 – via Newspapers.com.
4. *An Interview with Sandra Gould*, Skip E. Lowe, 1990
5. "Sandra Morse Gould; TV Actress" (http://articles.latimes.com/1999/jul/24/news/mn-59128). *Los Angeles Times*. July 24, 1999.
6. Wilson, Scott (2016-08-19). *Resting Places: The Burial Sites of More Than 14,000 Famous Persons, 3d ed* (https://books.google.com/books?id=FOHgDAAAQBAJ&q=Sandra+Gould+cremated+scott+wilson&pg=PA290). McFarland. ISBN 9781476625997.

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- Gould, Sandra (1960). *Sexpots and Pans*. Golden Press.
- Gould, Sandra; Taylor, Richard (2007). *Always Say Maybe: A Modern Girl's Guide To Almost Everything, But Mostly Men*. Kessinger Publishing. ISBN 978-0548388617.

External links

- Sandra Gould (https://www.imdb.com/name/nm0332490/) at IMDb
- Sandra Gould (https://www.ibdb.com/broadway-cast-staff/118627) at the Internet Broadway Database

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